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Claims:

1. A method for pricing a product or service to promote or reward usage of the product or service, the method comprising:
  - selecting a baseline price for a billing period;
  - selecting a variable price per event or time period, the variable price being negative;
  - selecting a number of events or a number of time periods;
  - calculating a total price per billing period.
2. The method according to claim 1,
  - wherein the total price is the sum of the baseline price and the product produced by multiplying the variable price and the number of events or time periods.
3. The method according to claim 2,
  - wherein the absolute value of product of the variable price and the number of events or time periods is less than or equal to the baseline price.
4. The method according to claim 3,
  - wherein the absolute value of the product of the variable price and the number of events or time periods is equal to the baseline price.
5. The method according to claim 2,
  - wherein the absolute value of the product of the variable price and the number of events or time periods is less than the baseline price.

6. The method according to claim 2,

wherein the absolute value of the product of the variable price and the number of events or time periods is greater than the baseline price.